

VERMONT TOBACCO EVALUATION & REVIEW BOARD
Minutes of the Board Meeting
Held Wednesday, July 16, 2008 at 3:00 p.m. via Teleconference
Approved at September 10, 2008 Board Meeting

Members Present:

Amy Brewer, Theodore Marcy, MD, MPH, Brian Flynn, ScD, Dani Carey, Gregory MacDonald, MD, Edna Fairbanks Williams, Ryan Krushenick

Designees and Representatives Present:

Sheri Lynn, Marcia Lawrence, Christy Taylor Mihaly, Shevonne Travers

Guests:

Chris Finley, Yvonne Zietlow, Rachel Gage, Maryanne Depresco

CALL TO ORDER: Following roll call Brian opened the meeting at 3:05 p.m.

PUBLIC COMMENT: No public comment.

REVIEW OF MINUTES: The board did not need to approve the minutes of the previous board meeting since that meeting was the public hearing on June 18th.

ANNOUNCEMENTS FROM THE CHAIR: Brian mentioned his appointment as Chair of the Board and that Ted will be assuming his usual role as a Board member. Brian summarized the recent email sent to Committee Chairs regarding budget recommendations. A summary of public comment via Vermont Interactive Television was distributed to Board members and will be distributed again. A second round of public comment will take place in August, this time the Board will solicit comments through email and land mail. The Board meeting scheduled for August has been cancelled. Our next Board meeting will be on September 10th at which the Board will reach its final budget recommendation. RTI will be conducting a site visit in November or December; please convey your preferences for those dates to Stephen. Brian announced that today's meeting objective is to vote to approve the FY09 Common Theme Campaign – Secondhand Smoke.

MEDIA CAMPAIGN:

Yvonne shared the background information about this year's media campaign. The spots, if approved, will run on the radio for five weeks beginning on August 11th. Yvonne spoke about the testing process and described how feedback was shared and used in the production of the spots through the Media Committee and other community partners. Two radio spots, "Babysitter" and Buster" were played for the Board. General comments were voiced, including how one spot might be more suitable for specific populations. *VOTE CALLED: Unanimous vote in favor to approve the campaign, none opposed, no abstentions.*

ADJOURN: This meeting adjourned at about 3:45 p.m.

Minutes Submitted by:

Stephen Morabito, MA
Administrator

Minutes Approved by:

Brian Flynn, ScD
Chair